MARY RICHARDS

LinkedIn: MaryRichards • GitHub: Mary-Richards • (123) 456.77890 • maryrichards@gmail.com

FREELANCE DATA SCIENTIST
ACTIONABLE INSIGHTS • AUTOMATED MACHINE LEARNING • AUTOMATED DATA PRODUCTS

Data Scientist with record of success in developing data driven decisions backed by actionable insights, as well as creating virtuous business cycles with automated machine learning and data products to drive profit growth. Expert ability to solve complex business problems across numerous industries and specializations. Well-versed in consumer insights, predictive analysis, and operational management.

Areas of Excellence:

R • SQL • Python • Azure • Tableau • Machine Learning • Statistical/Data/Business Process Analysis • Data Engineering Visualization • A/B Testing • Big Data • API • Automation • Predictive Modeling/Forecasting • Business Acumen

PROFESSIONAL WORK HISTORY

Senior Data Analyst • ABC RESOURCES, New York, NY   2019 – Present

Key contributor for a government contract with the US Department of Veterans Affairs (VA), charged with producing actionable insights and building proprietary, automated, machine learning and data products using classified data in efforts to improve customer experience while also delivering operational performance and profit improvements.

- Partnered with software engineers to transition ticketing product into a recommender system and data pipeline, which nudges consumers for accurate feedback and automates data collection for all stages of the ticketing system, enabling real-time monitoring for area manager. System is projected to increase customer satisfaction scores by 4%.
- Analyzed 5 years of survey data with 100+ features to determine key factors impacting customer satisfaction scores; performed longitudinal analysis, calculated effect size, and statistical significance in R. Developed action plans for improving score.

Insight Analyst • ABC WIRELESS, New York, NY   2018 – 2019

Hired to produce actionable insights in form of data stories, to support marketing efforts and customer acquisition. Preformed data analysis on movement science trends that created strategies for maximizing ROI across retail chains.

- Analyzed foot traffic patterns, generated Snowflake reports and performed statistical/feature analysis in R.
- Presented key performance indicators (KPIs) and data insights to marketing team to drive business growth.

Data Analyst (Freelance) • ABC SOLUTIONS, INC., New York, NY   2018

Selected for contract role to produce actionable insights related to demographic, clinical and socioeconomics trends for RWJ healthcare Service Areas. Migrated second party data into large data sets using public API key via REST West Services.

Data Analyst (Freelance) • XYZ, Remote   2016 – 2017

Contracted to produce actionable insights by statistically analyzing company's finances in Salesforce. Integrated data into Tableau where KPIs were calculated and graphed for BI visualization.

- Delivered 10% profit increase within 4 months by identifying growth opportunities for C-suite leaders.

ADDITIONAL FREELANCE ENGAGEMENTS

- Built a product recommender system in R for start-up company, personalizing high-demand SKUs for each customer to automate and increase average order value by 57%, 81% and 15%. Trained machined learning models on customer transaction history and deployed recommender using Microsoft Azure.
- Minimized labor costs by creating a data product in R that automates a user's ability to update a product recommender; turned weeks of manual labor into a few minute task which led to significant cost savings.
- Created how-to for properly designing A/B test and testing statistical significance in R for actionable insights.

EDUCATION

COLLEGE UNIVERSITY, New York, NY – **Bachelor of Arts, Statistics**; *Minor: Economics (Cum Laude)*